

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to
intentionally enter this space.



Silence your cell
phone



Stretch



Close the door



Take a few deep
breaths



Close browser
windows



Emotionally release
your to-do list



Check your audio
and video



Take a bio break

Infant Health Equity Supplemental Funding Webinar

Wednesday, October 27, 2021 || 2:00pm to 4:00pm ET





Infant Health Equity Supplemental Funding Webinar

October 27, 2021



Agenda

Housekeeping	Tess Pritchard, NICHQ
Welcome From DHSPS	Melodye Watson, DHSPS
“Equity” ... in the opportunity to survive the 1 st year of life: a dream deferred	Dr. Arthur James
Group Discussion	All
Environmental Scan Overview	Kenn Harris, NICHQ
Breakout Group Exercise: Environmental Scan	All
Creating a Shared Vision	Nikki Maffei, NICHQ
Next Steps	Tess Pritchard, NICHQ

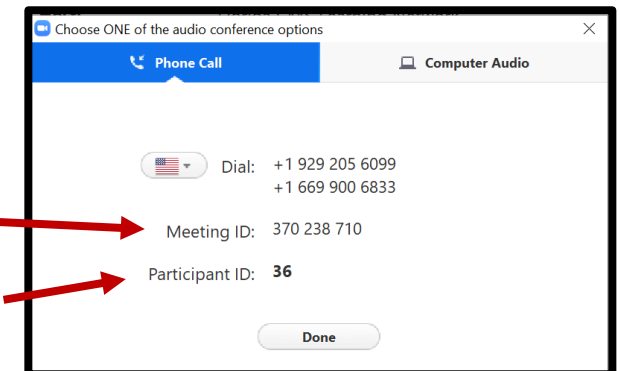
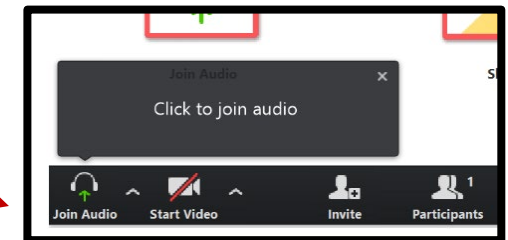
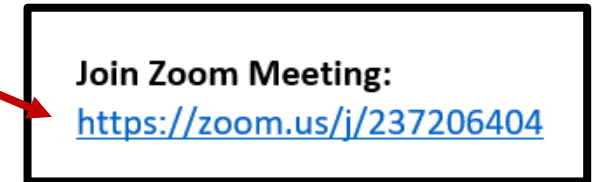
Meeting Logistics



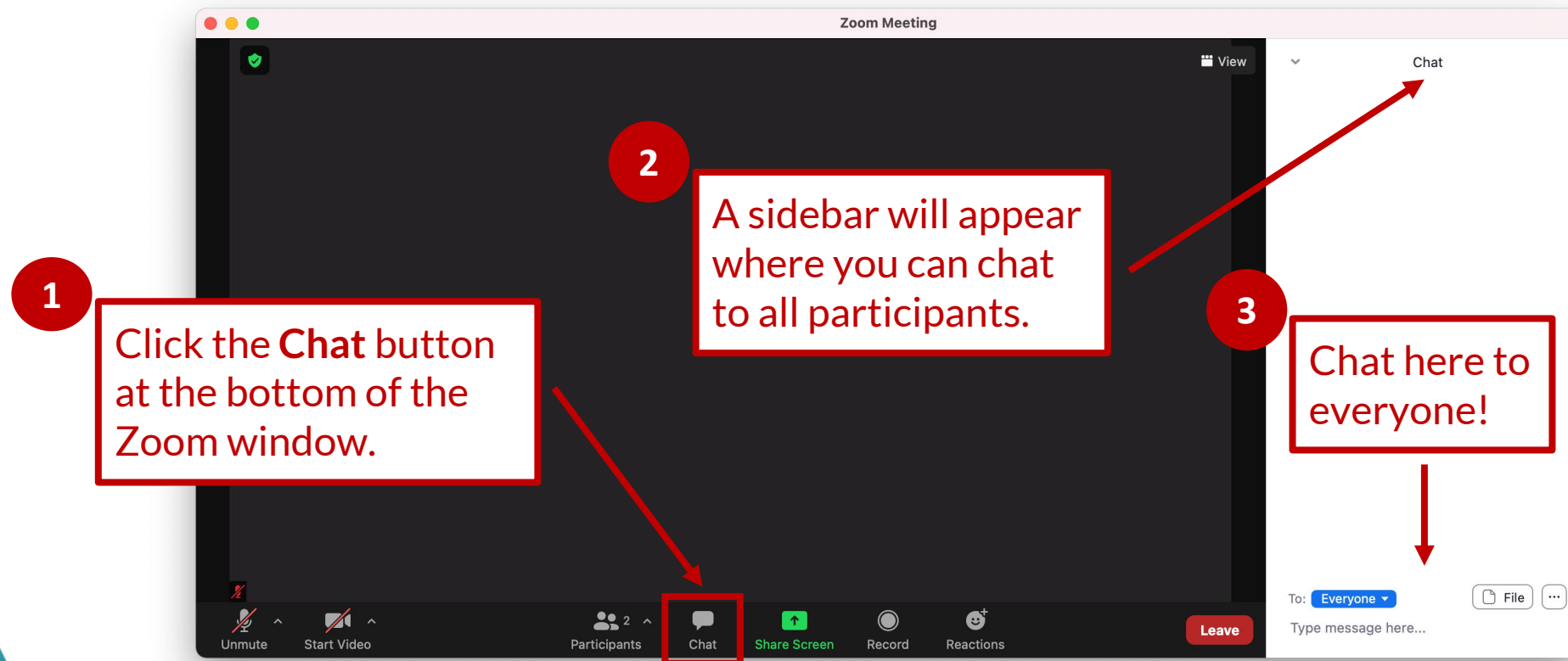
- This session is being recorded.
- All participants are muted upon entry. We ask that you remain muted to limit background noise.
- Members are encouraged to participate in the discussion by typing your comments or asking questions using the chat box.

Connecting to the Audio Conference

- Join the Zoom Meeting by **clicking the Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
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 - If using the phone:
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 - You will be prompted to enter the **Meeting ID**
 - Then you will be prompted to enter the **Participant ID**



How to Chat

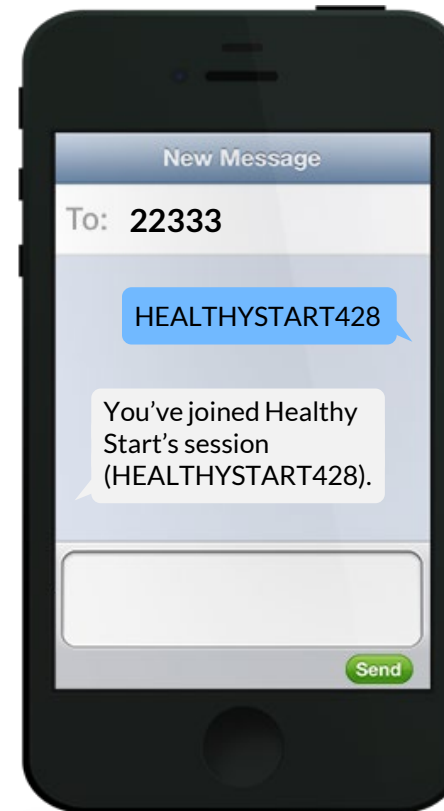


Participating with Poll Everywhere via text messaging

Send all messages to
the five-digit number
22333

To join, include in body
of text the word
HEALTHYSTART428

*You only need to do this
once*



After you have
successfully joined, you
will receive a
confirmation message.

Additional Tips for Poll Everywhere

- Capitalization does not matter; spelling and spaces do.
- You only have to text '**HEALTHYSTART428**' the first time. After that, send normal text messages to respond to polls.
- If texting **22333** does not work, visit pollev.com/HEALTHYSTART428 to respond to the current poll.
- There will be NO charges to your cellphone beyond what your phone carrier typically charges for a text message.



Welcome From DHSPS

Melodye Watson
Division of Healthy Start &
Perinatal Services





“Equity” ... in the opportunity to survive the 1st year of life: a dream deferred

Arthur James MD, FACOG

Group Discussion

*What conversations have you had
with your CAN on this topic?*

*What is it going to take to advance
these conversations?*



Environmental Scan Overview

Kenn Harris
Healthy Start TA & Support Center



What words come to mind when you think about "environmental scan"?



🌐 When poll is active, respond at **pollev.com/healthystart428**

📱 Text **HEALTHYSTART428** to **22333** once to join

Does your project have a consultant on board to conduct your environmental scan?

Yes

No

When poll is active, respond at **pollev.com/healthystart428**

Text **HEALTHYSTART428** to **22333** once to join

Have you started your environmental scan?

Yes

No

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**



SaludMadre.com

Environmental Scan Overview

Environmental Scanning is a process that systematically surveys and interprets relevant data to identify external opportunities and threats that could influence future decisions.

Environmental Scan & Approach

- ✓ Concept of environmental scan
- ✓ Different factors of an environmental scan
- ✓ Need for an environmental scan
- ✓ Approaches to environmental scan
- ✓ Sources of information (systematic, ad-hoc, process-form)
- ✓ Analyze methods and techniques
- ✓ SWOT Analysis
- ✓ SOAR Analysis
- ✓ PESTLE Analysis
- ✓ Root Cause Analysis

3 ES APPROACHES:

1. Systematic Approach:

Under this approach, information for environmental scanning is collected systematically. Information related to markets and customers, changes in legislation and regulations that have a direct impact on an organization's activities, government policy statements pertaining the organization's business and industry, etc, could be collected continuously updating such information is necessary not only for strategic management but also for operational activities.

2. Ad hoc Approach:

Using this approach, an organization may conduct special surveys and studies to deal with specific environmental issues from time to time. Such studies may be conducted, for instance, when organization has to undertake special projects, evaluate existing strategy or devise new strategies. Changes and unforeseen developments may be investigated with regard to their impact on the organization.

3. Processed-form Approach:

For adopting this approach, the organization uses information in a processed form available from different sources both inside and outside the organization. When an organization uses information supplied by government agencies or private institutions, it uses secondary sources of data and the information is available in processed form.



Wheelen and Hunger (2010) describes environmental scanning as “the **monitoring, evaluation, and dissemination** of information from external and internal environments to key people within the corporation”

The Needs Assessment and the Environmental Scan support the Comprehensive Community Action Plan.

Benefits of Conducting a Needs Assessment and Environmental Scan

- ❑ Improve the *alignment, integration, and effectiveness* of systems level efforts;
- ❑ *Identify gaps* in existing services and assess resource capacity;
- ❑ Identify risk and protective factors;
- ❑ Strengthen existing partnerships and identify new and expanded opportunities for local- and state-level organization partnerships;
- ❑ Build support between program partners and other public and private sector partners; and
- ❑ Engage key stakeholders, including families and youth, that reflect the diversity of populations at the community and, if applicable, the state level.

Compiling Data on Risk and Protective Factors and Assets

- ❑ Risk factors are a measurable characteristic that can be associated with a negative problematic outcome. Risk factors can occur on multiple levels, including biological, psychological, family, community, and cultural levels. We have provided some examples in the sidebar.
- ❑ Protective factors are resources within the individual, family, or community that are associated with a lower likelihood of negative problematic outcomes. They reduce the negative impact of a risk factor on a problem outcome.

Related to protective factors are

- Assets are a useful or valuable quality, person, or thing that can provide an advantage or a resource to a population or subpopulation. assets
- Public, private and nonprofit organizations like institutions of higher education, hospitals and social services agencies, public schools, police and fire departments, libraries, and parks and recreation are other notable assets.
- Physical assets can include vacant land, commercial and industrial structures, housing, energy and waste resources, community bulletin boards, and community meeting spaces.

Some assets “intangibles” could include community reputation, community pride, and a sense of history



When conducting a needs assessment, determining risk and protective factors as well as assets will help you identify gaps in services and systems.

It is also important to align your assessment of risk and protective factors with the population identified in the indicator.

As you do the needs assessment, be sure to review a variety of data sources from a variety of systems to ensure that you have a comprehensive view of the needs in your community.

In addition to reviewing quantitative data, it is important to review qualitative data related to the risk and protective factors, and community needs.

If this data does not exist for your community, you may want to consider hosting a focus group with a variety of community stakeholders to obtain their perspective on community needs.

After gathering data for the needs assessment, the environmental scan will help your team determine the types of resources that are currently addressing the needs of your population and subpopulation of focus.

As with your needs assessment, your environmental scan should identify the existing resources within your community that address the indicators for the population and subpopulations of focus.

Key Steps in an Environmental Scan

- ☐ Document existing resources, services and systems
- ☐ Describe funding streams supporting the existing resources
- ☐ Identify existing policies and procedures
- ☐ Identify technology resources
- ☐ Describe systems change and integration activities.

Worksheet SWOT Analysis



For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

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What is a SWOT analysis? SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business.



SWOT Analysis is a simple tool that can help you to analyze what your company does best right now, and to devise a successful strategy for the future. SWOT can also reveal areas of the business that are holding you back, or that your competitors could exploit if you don't protect yourself.



The TOWS Matrix is a relatively simple tool for generating strategic options. By using it, you can look intelligently at how you can best take advantage of the opportunities open to you, at the same time that you minimize the impact of weaknesses and protect yourself against threats.

For each combination of internal and external environmental factors, consider how you can use them to create good strategic options:

- Strengths and Opportunities (SO) – How can you use your strengths to take advantage of these opportunities?
- Strengths and Threats (ST) – How can you take advantage of your strengths to avoid real and potential threats?
- Weaknesses and Opportunities (WO) – How can you use your opportunities to overcome the weaknesses you are experiencing?
- Weaknesses and Threats (WT) – How can you minimize your weaknesses and avoid threats?



TOWS Strategic Alternatives Worksheet

• For instructions on TOWS Analysis, visit www.mindtools.com/rs/TOWS.

	External Opportunities (O)	External Threats (T)
	1.	1.
	2.	2.
	3.	3.
	4.	4.
Internal Strengths (S)	<div>SO</div> <div>Maxi-Maxi Strategy</div>	<div>ST</div> <div>Maxi-Mini Strategy</div>
1.		
2.		
3.		
4.		
Internal Weaknesses (W)	<div>WO</div> <div>Mini-Maxi Strategy</div>	<div>WT</div> <div>Mini-Mini Strategy</div>
1.		
2.		
3.		
4.		

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SOAR Analysis

is a framework for identifying Strengths, Opportunities, Aspirations and Results

Unlike some other frameworks, SOAR marries up fact finding about the organization and position, alongside the desires of the stakeholders.

Personal SOAR Analysis

Strengths: My advantages include my background and experience, my opportunities, my family background and economic status, my education, and my physical, mental and emotional abilities. Others in my field see my strengths as being my organization and communication skills, my drive to get things done and succeed, my punctuality, my prioritization, and my leadership abilities. Externally, my education and network connections help me succeed. Internally, my competitive nature and passion for accomplishment lead me to succeed. People want to help me because I am caring, dedicated and a hard worker.	Opportunities: My best opportunity is currently how open my future is -- I can choose to do whatever I want to. There are opportunities for marketing in every industry. Possible funding opportunities that I am looking to pursue include continuing to teach fitness or coach if I do not find a full-time marketing position. Current opportunities in marketing include the baby boomer generation's needs as they enter retirement as well as the growing college population. Marketing has also gotten increasingly digital, therefore providing opportunities to reach a broader market and connect with more people.
Aspirations: I will expand my strengths by challenging myself to try new things and be open to new ideas. I will improve on my current strengths by doing what I enjoy. I want to improve at being assertive and going after what I want. I worry too much about what other people think which hinders how forward I am. I aspire to have a full-time career that I am passionate about. In 3 to 5 years I will be in a full-time marketing position in a different part of the United States. I want others to perceive me as being kind, caring, driven, good at what I do, easy to talk to, a strong team member, and a good person. I want to live in a different region of the U.S. to meet different people and immerse myself in a different lifestyle.	Results: I will make a difference in people's lives by being passionate about what I do and making it infectious. I want to help make changes in people's lives by being a positive impact. Success is happiness. If you are doing what you love in the company of those you enjoy, you have succeeded. Success is measured by personal satisfaction, not the comparison with others. The measures of success that will be most important include my personal level of happiness, the positive impact I have on others (family, friends and strangers), and the legacy I leave. Success will look like growth from experiences, accomplishments and failures with room for future growth.

	STRENGTHS	OPPORTUNITIES
STRATEGIC INQUIRY	<ol style="list-style-type: none"> 1. Having the World Longest Tree Top Walk 2. Rich with historical story and heritage 3. Purely resources based such as adventurous waterfall for white water rafting 4. Good eco-tourism based and increased demand for the product 5. Diversify of natural and cultural resources 6. Safety and security procedures provided in all activities 	<ol style="list-style-type: none"> 1. Rural characteristic of SSAF favourable for eco-tourism and entrepreneurship development 2. Economic growth 3. Give opportunity to promote SSAF for new business establishments 4. Employment opportunities 5. Strengthening and improving local identities and culture 6. Niche market opportunities 7. Development of innovation 8. Development of youth entrepreneurships
	ASPIRATIONS	RESULTS
APPRECIATIVE INQUIRY	<ol style="list-style-type: none"> 1. Build image and branding for SSAF 2. Wider networking and collaboration among stakeholders 3. Enhance the promotion and marketing strategies 4. More public facilities for visitors 5. Increase level of competition 6. Increase local cultural and climate of SSAF 7. High investment in people (education and training) 	<ol style="list-style-type: none"> 1. Decrease level of migration among local people at SSAF 2. Enhance the livelihood of people 3. Diversify the product and activities offered at SSAF 4. Increase number of visitors to SSAF 5. Maintaining and improving facilities for visitors 6. Increase level of infrastructures provided to SSAF (i.e. networking, internet)
Source: Authors' own, (2016)		

PESTLE Analysis

(Political, Economic, Social, Technological, Legal, and Environmental)

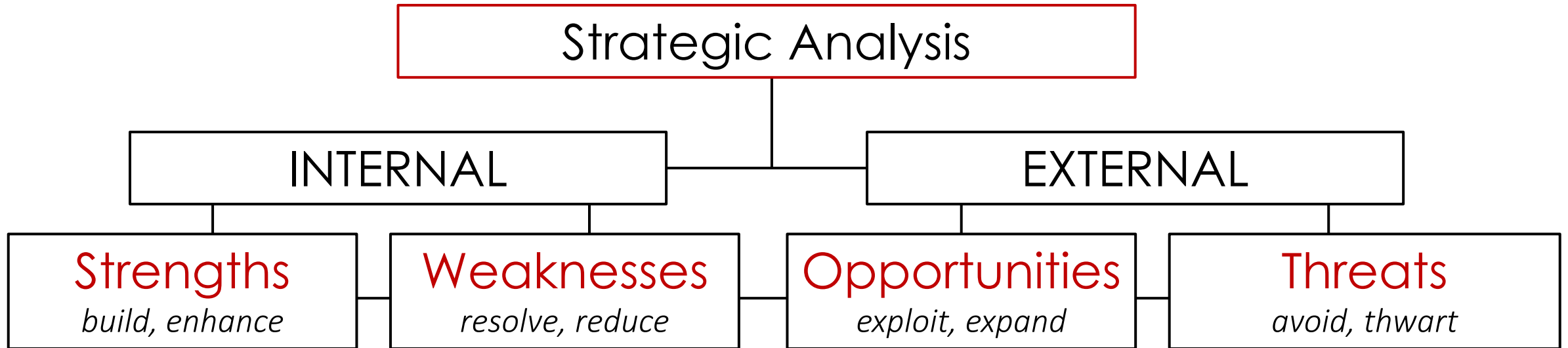
another useful management tool that helps

- analyze and monitor macro-environmental factors in the external environment
 - understand the forces of change
 - make informed decisions, and
- determine strategic directions that take advantage of the opportunities.

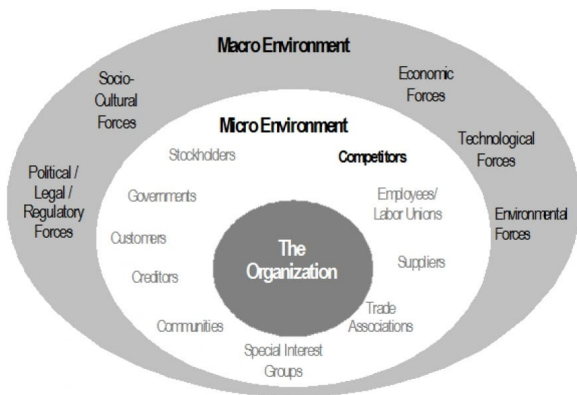
Some useful tips for carrying out a PESTLE analysis:

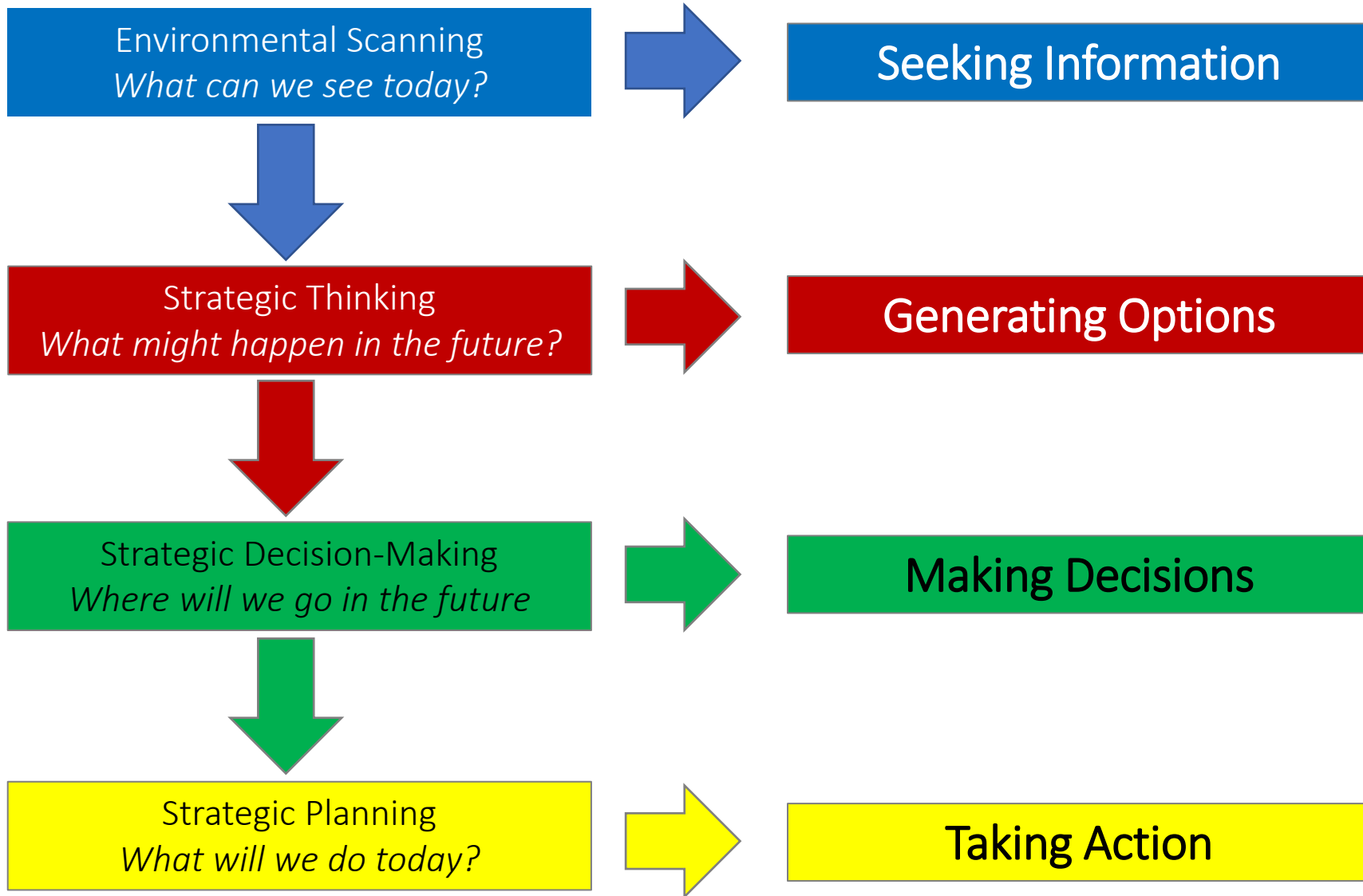
- ❑ Collaborate - an analysis that involves multiple perspectives will deliver a better outcome.
- ❑ Use expertise and resources that are already available within the organization.
- ❑ Use PESTLE analysis together with other techniques, such as SWOT analysis, SOAR, competitor analysis, or scenario planning.
- ❑ Incorporate the analysis into an ongoing process for monitoring changes in the environment.
- ❑ Be careful not to get bogged down collecting vast amounts of detailed information without analyzing and understanding your findings appropriately

Environmental Scan



KEY ENVIRONMENTAL VARIABLES





Root Cause Analysis (RCA) is the process of discovering the root causes of problems in order to identify appropriate solutions.

RCA assumes that it is much more effective to systematically prevent and solve for underlying issues rather than just treating ad hoc symptoms and putting out fires.

Root cause analysis can be performed with a collection of principles, techniques, and methodologies that can all be leveraged to identify the root causes of an event or trend.

Looking beyond superficial cause and effect, RCA can show where processes or systems failed or caused an issue in the first place.

Considerations

**Safe
Schools
Healthy
Students**

**Conducting a Needs Assessment and
Environmental Scan for a Safe
Schools/Healthy Students Initiative in
Your School and Community**

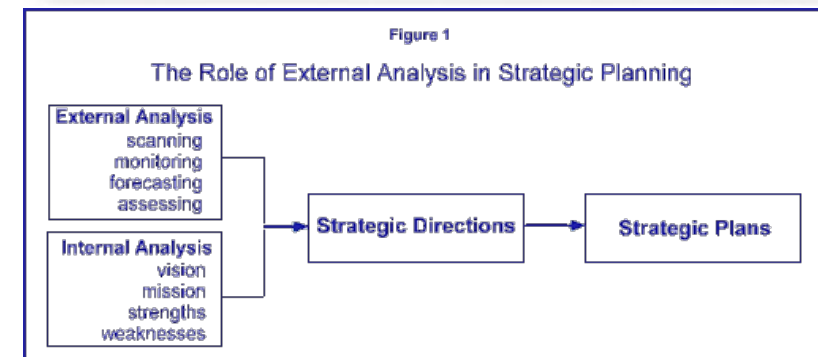
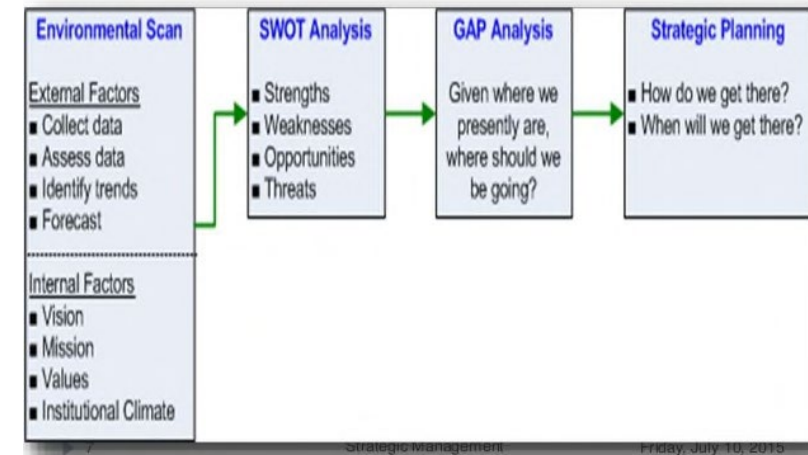
Part of the SS/HS Framework Implementation Toolkit

1. Plan

2. Implement

3. Sustain & Expand

One cycle in the strategic planning process

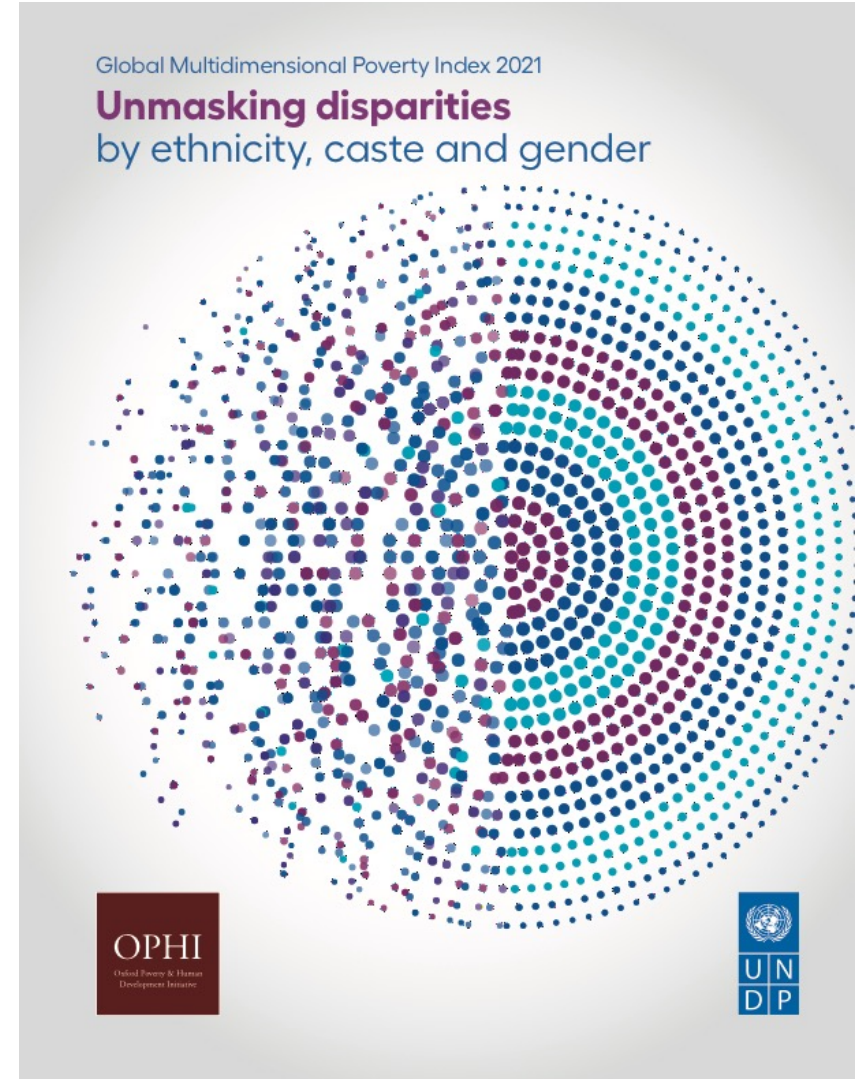


Considerations

Understanding the different facets of poverty will help us build forward better, with equity.



*Empowered lives.
Resilient nations.*







Considerations seeding success

ROOT CAUSE ANALYSIS (5 Whys)

Purpose

A Root Cause Analysis (also known as the "5 Whys") helps identify the source of a problem. This template investigates what is really causing a problem by asking a series of why questions to move beyond symptoms to causes. When a root cause is removed or addressed, the undesirable effects, or symptoms will no longer be present.

Related Tools

A Root Cause Analysis may be performed after contributing factors to a problem are identified using a Fishbone Diagram or Failure Modes Effects Analysis (FMEA). Once a root cause is identified with a Root Cause Analysis, a mRDSA should be used to test ways to remove or address the root cause.

How to Facilitate

1. Align your team by agreeing upon the problem description and focus the group conversation around a specific problem definition or statement.
2. Be sure to clarify what the "why" is trying to answer. Are you investigating the reason why something wasn't detected or the root cause of the problem? Make edits in the template as necessary to reframe questions.
3. Try to ask at least 5 "why" questions to get to the root cause of the problem. If you struggle to answer at least 5 Whys, the problem might not be complex enough to address. If your team provides more than one answer to a "why", there can be an offshoot for another set of whys.
4. Fill out the answer to each why, then read them backward using "therefore" to ensure each why response is associated with a linear process.
5. If the answer to the last "why" is not feasible to address, encourage your team to think about other "whys" that may either start from the beginning, or shoot off from the ending set of whys.
6. Once a root cause is determined, and your team agrees that it is feasible to mitigate or eliminate the root cause, brainstorm the next steps to address the root cause. Document the corrective action, the person in charge, and the target completion date.



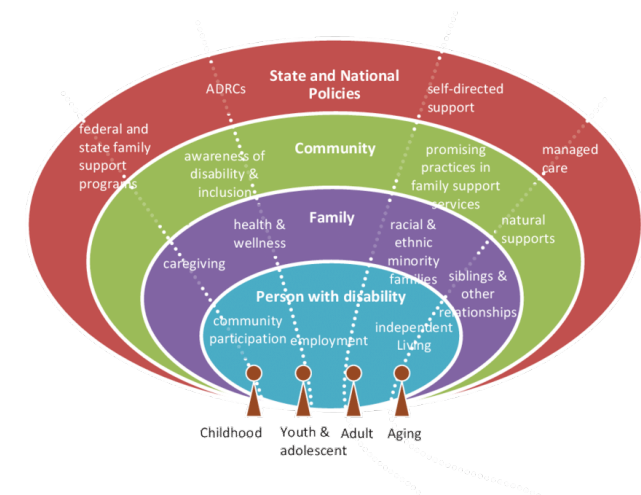
.StriveTogether[®]

Every child. Cradle to career.

Considerations

The Life Course Theory suggests that each life stage influences the next, and together the social, economic and physical environments in which we live have a profound influence on our health and the health of our community.

U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau. (2010). Rethinking MCH: The Life Course Model as an Organizing Framework. Amy Fine and Milton Kotelchuck




Considerations

Washington, [DC Network of Care](#) for Behavioral Health, an online resource directory of mental health and substance use services and resources.

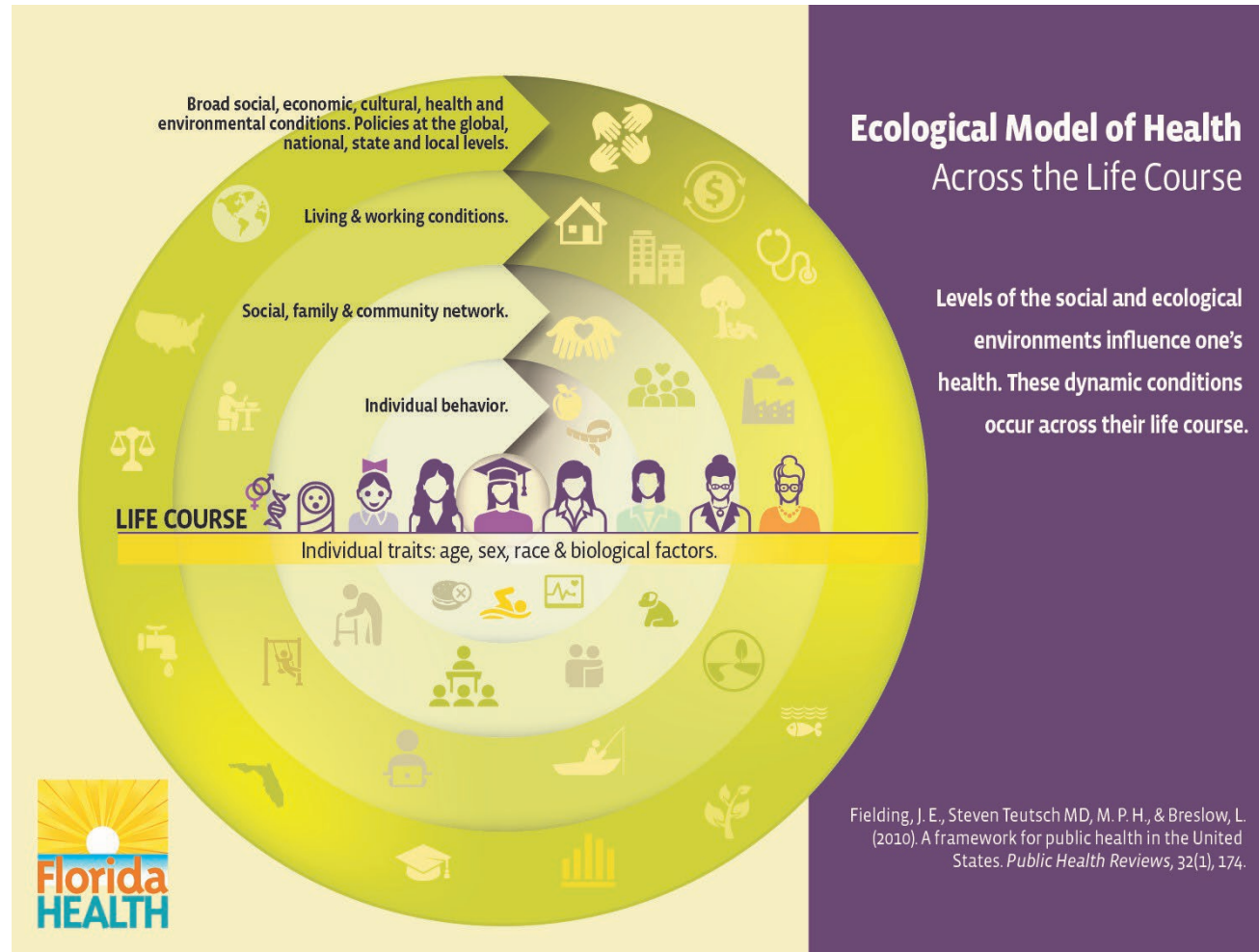
Charting the LifeCourse

Guiding Principles



e Network | UMKC IHD, UCEDD. More materials at [lifecoursetools.com](#) August 2016

Considerations

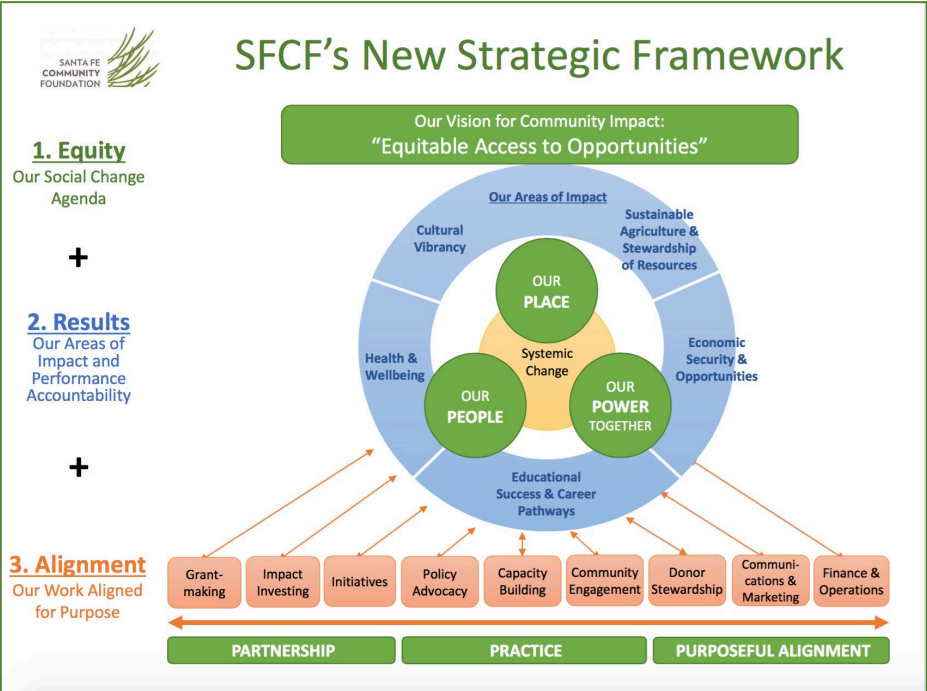


Since its establishment in 1981, the [Santa Fe Community Foundation](#) has been devoted to building healthy and vital communities in Santa Fe and northern New Mexico region. Over the years, we have been fortunate to experience remarkable growth. Yet, as we reflect on our history of fast-paced growth, we are also confronted with the persistent challenges and growing disparities our region faces. How do we explain and celebrate the growth of our organization if the community that we serve is falling farther and farther behind?



Our Equity Framework

Equity as a key value affecting all aspects of our work – internally and externally.



Our Impact

PEOPLE

1. Identify, focus on and engage **populations most affected** by inequities

PLACE

2. Invest in and build on **strength and cultural and social assets** of the community

POWER

3. Invest in power to lift **community voice and leadership** as a driver for change

Systemic Change

4. Understand **root causes, key gaps, and connectivity** of issues to identify and invest in **systemic solutions** to addressing equity

Our Work

PARTNERSHIP

4. Strengthen **partnerships** with community-based, grassroots organizations, nonprofits, and peer foundations **who are aligned with equity goals** for greater impact and shared learning

PRACTICE

5. Build **organizational capacity and institutional accountability** for equity practices and results – internally and for our partners
6. Collect and use **data to identify inequities**, inform decisions and track progress

PURPOSEFUL ALIGNMENT

7. Ensure **intentional coordination and alignment** of all resources across Foundation's work to create impact with focus on equity
8. Ensure Foundation's **organizational policies and decisions** reflect equity value

Considerations



thank
you!

... let's keep the ***Momentum!***

Breakout Exercise: Environmental Scan

**Please discuss the following
questions in your breakout room:**

*What approaches and strategies are
you using for your environmental scan?*

*What data do you hope to gather or
collect as part of your environmental
scan?*

Debrief



Creating a Shared Vision

Nikki Maffei, Healthy Start TA & Support Center



Do you have a shared vision statement for the IHE Action Plan?

Yes

No

What is a Shared Vision?

- Vivid image of a more ideal but plausible future
- Mission accomplished
- Created and shared by members

Types of Shared Visions

➤ Healthy Start Project

➤ Community Action Network

➤ IHE Action Plan

➤ Internal Vision

- Process focused

➤ External Vision

- Outcomes focused

Key Questions to Consider

- How do you want to be as a community in the future?
- What is the ideal future for your community?
- Does your vision describe how your community and/or agency would look if you accomplished your mission?
- What will success look like for you?
- Does it present an inspiring view of the future?
- Is it brief and easy to communicate?
- Is it shared by members of the community?

Visioning Tips

- Write it down
- Keep it simple
- Differentiate from mission/goal
- Repeat it frequently

Have you engaged your community and individuals impacted by this issue in your visioning process?

Yes

No

Group Discussion:

How have you engaged your community? What tools or resources have you been using to engage your community in this process?

Please come off mute to respond or put your response in the chat box.



Next Steps

Tess Pritchard
Healthy Start TA & Support Center



Satisfaction Survey

TASC Activities Timeline

Ongoing TA:
1:1 TA available with Subject Matter Experts
CoLab Workspace for IHE Awardees

Monthly Webinars & Drop-Ins

Action Plan Refining Meetings – *Planned for early 2022*

Action Plan Reviews with
Subject Matter Experts

Action Plan Showcase –
Planned for Spring 2022

October

November

December

January

February

March



Healthy Start IHE Supplement CoLab Group

- Connect with your fellow IHE Supplement recipients on the Healthy Start IHE Supplement CoLab Group!
- Consider introducing yourself and the work you are doing, sharing a tool or a resource, or asking your peers a question.
- All Project Directors have a Colab Account. If you have any trouble accessing the platform, please email healthystart@nichq.org.
- If Project Directors would like to add any additional staff members to the IHE Supplement CoLab Group, please email healthystart@nichq.org.



Next IHE Supplement Sessions:

Networking Café at Virtual Grantees' Meeting
Wednesday, November 3 from 2-3pm ET

Webinar: Action Plan Template
Wednesday, November 17 from 2-4 pm ET



Thank You!